

Message Text

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TAGS: BEXP IS

SUBJ: SPECIAL PROGRAM EVENT: INTELLECTUAL ASSETS/PATENTS/
BUSINESS OPPORTUNITIES

BEGIN UNCLASSIFIED

1. WE ARE CONSIDERING SPONSORING SUBJECT EVENT IN FEB
1975.

2. THIS THEME IS A NEW CONCEPT AND REFLECTS A WILLINGNESS
BY U.S. INDUSTRY TO SEEL TECHNOLOGY. THE INFLUX OF FRESH
NEW TECHNOLOGIES THROUGH LICENSING, OUTRIGHT PURCHASE, OR
OTHER ARRANGEMENTS SHOULD PROVIDE OPPORTUNITIES NOT BEFORE
AVAILABLE TO THE ISRAELIS. U.S. FIRMS ARE BECOMING
INCREASINGLY AWARE OF NEW PROFIT OPPORTUNITIES FROM EXCESS
TECHNOLOGY TRANSFER OR THROGH "SPIN-OFF" PRODUCT LINES.

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THE EVENT WILL INCORPORATE ELEMENTS OF A TRADE MISSION

AND PERHAPS OF A TRADE SHOW IF A PARTICIPANT HAS A WORKING MODEL OR EQUIPMENT TO EXHIBIT. IT WILL CONSIST OF ABOUT 20 U.S. FIRMS FOR A ONE-WEEK PERIOD. THE ADVANCE MAN WILL ARRIVE APPROXIMATELY TWO WEEKS BEFORE THE SHOW AND REMAIN FOR THE DURATION AS DIRECTOR/COORDINATOR DURING THE EVENT. TWO FULL-TIME SECRETARIES WILL BE EMPLOYED FOR ABOUT THREE WEEKS AV. ESTIMATED COST FOR THE EVENT IS APPROXIMATELY DOL 8,000. PARTICIPANTS WILL PAY OWN EXPENSES, ANY EXHIBIT TRANSPORTATION COSTS, AND HOSPITALITY.

3. FACILITIES REQUIRED WILL BE SAME AS FOR TRADE MISSION, CONSISTING OF CONFERENCE TABLES AND CHAIRS AND USUAL MISCELLANEOUS ITEMS SUCH AS TELEPHONES, PROJECTOR, ETC. ANY DISPLAYS CAN BE EXHIBITED ON TABLES.

4. POST ACTION: A) DOES CONCEPT APPEAR FEASIBLE? IF SO, CONFIRM EXACT DATES FOR EVENT, BEARING IN MIND LOCAL HOLIDAYS. B) WILL AMERICA HOUSE BE AVAILABLE THESE DATES? C) CAN AMERICA HOUSE OR OTHER SUITABLE SITE BE OBTAINED ON NO-CHARGE BASIS? D) IF NOT, WHAT IS ESTIMATED COST?

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5. FYI: THE GENESIS OF THIS MISSION CAME DURING THE SEPTEMBER U.S.-ISRAEL JOINT COMMITTEE MEETINGS IN WASHINGTON. THE ISRAELIS EXPRESSED CONSIDERABLE CONCERN THAT THE U.S. HAD SENT AN INDUSTRY TASK FORCE TO CAIRO, BUT HAD NO PLANS FOR SIMILAR SPECIAL ATTENTION TO THE ISRAELI MARKET. GENERAL MOSHE GOREN, DIRECTOR OF ISRAEL INVESTMENT AUTHORITY, THEN REQUESTED AN INVESTMENT MISSION. USDOC DOES NOT FIELD INVESTMENT MISSIONS, HOWEVER, THIS TRADE MISSION WOULD SHOW OUR CONTINUING INTEREST IN ISRAEL, AND ACT AS A COUNTER TO THE MISSION TO EGYPT. MOREOVER, THE PROPOSED MISSION WILL MAKE AN IMPORTANT CONTRIBUTION TO THE WORK OF THE RESEARCH AND DEVELOPMENT SUBCOMMITTEE, AS ONE OF THAT SUBCOMMITTEE'S AIMS IS TO BETTER INFORM U.S. R&D-ORIENTED COMPANIES ABOUT ISRAEL'S CAPABILITIES. SEVERAL MAJOR FIRMS ALREADY

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EXPRESSED STRONG INTEREST IN THIS PROPOSAL. DISCUSSION OF THIS MISSION WITH THE ISRAELIS SHOULD INCLUDE THE POINT THAT THIS IS AN EXAMPLE OF OUR EFFORTS THROUGH THE JOINT COMMITTEE TO BE FORTHCOMING IN THE PROMOTION OF U.S.-ISRAEL COMMERCIAL RELATIONS. INGERSOLL

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